



**PAMIBIA UNIVERSITY**  
**OF SCIENCE AND TECHNOLOGY**

**FACULTY OF COMMERCE, HUMAN SCIENCE AND EDUCATION**

**DEPARTMENT OF TECHNICAL, VOCATIONAL EDUCATION AND TRAINING**

<b>QUALIFICATION : DIPLOMA IN TECHNICAL AND VOCATIONAL EDUCATION AND TRAINING : MANAGEMENT</b>	
<b>QUALIFICATION CODE: 06DTVT</b>	<b>LEVEL: 6</b>
<b>COURSE CODE: MVT610S</b>	<b>COURSE NAME: Marketing in VET</b>
<b>SESSION: 2023</b>	<b>PAPER: 1</b>
<b>DURATION: 3 HOURS</b>	<b>MARKS: 100</b>

<b>FIRST OPPORTUNITY EXAMINATION QUESTION PAPER</b>	
<b>EXAMINER(S)</b>	Prof Noel Kufaine
<b>MODERATOR:</b>	N Abraham

<b>INSTRUCTIONS</b>
<ol style="list-style-type: none"><li>1. Answer ALL the questions.</li><li>2. Read all the questions carefully before answering.</li><li>3. Number the answers clearly</li></ol> <p><b>THIS QUESTION PAPER CONSIST OF 2 PAGES – INCLUDING COVER PAGE.</b></p>

1. Define the following terms. (10)
  - a. Marketing strategy.
  - b. Market segmentation.
  - c. Market environment.
  - d. Customer rights
  - e. Competitive advantage
2. a. Define and describe market mix. (5)
  - b. Why is it important to create and maintain market mix? .(5)
  - c. Describe the 4 Ps in the market mix? (20)
3. Management of marketing activities involves planning, organising, implementing, and controlling. Define and describe in your own words the following activities: (20)
  - a. Planning
  - b. Organising.
  - c. Implementation
  - d. Control
4. There are different types of data used in marketing. Define and describe the following types of data. (20)
  - a. internal data
  - b. External data
  - c. Primary data
  - d. Secondary data
  - e. Quantitative data
5. The marketing process requires a marketer to conduct a situation analysis to understand, strength, weakness, opportunities, and threats. Define and describe in your own words the following terms (20)
  - a. Strength
  - b. Weakness
  - c. Opportunity
  - d. Threat